

C *The* **SPARTAN**

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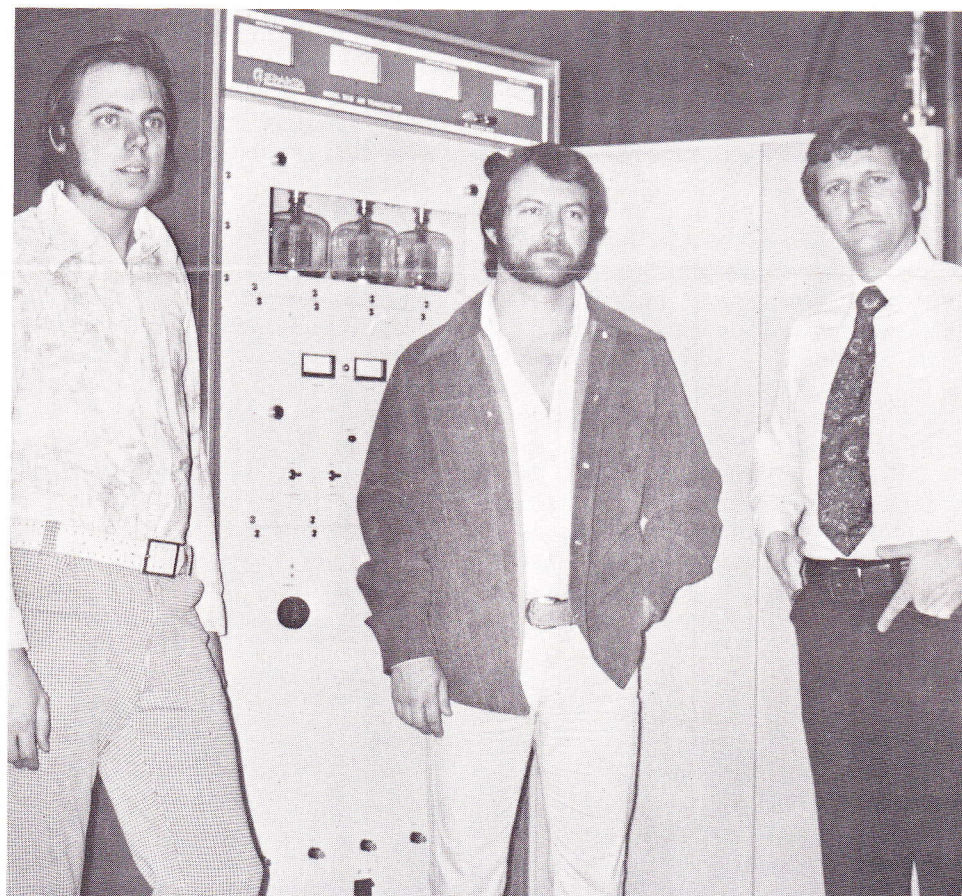
First 2.5 kW CP goes to Arizona. Bergen & Behr to be thanked.

Rick Murphy is a man who plans ahead, and sticks to his plan. Station KZUL in Parker, Arizona was his brainchild while still in high school there, nearly ten years ago! When he left Parker for college, it was in determination to return to his hometown and build and operate an AM station there.

Because of the AM freeze he filed for an FM station in 1970; due to license contesting by another party that action was never approved, and in fact is still pending. Lifting of the AM freeze finally saw KZUL established as a 1 kW AM station on the air in September 1974. With that Rick Murphy closed out his intermediate career as announcer, TV director and editor (the Bill Cosby show his major editing job), and turned to AM radio management . . . just the way he planned it a decade earlier.

The history of the 2.5 kW power level, just by coincidence, goes back to the very days during which Rick was thinking of his future at Parker high school.

In November of 1968 Serge Bergen filed a petition for FCC rule-making requesting an amendment to permit daytime operational power of 2.5 kW on Class II and III channels. Bergen, a consultant in Fairfax, Virginia reiterated his 1968 arguments in support of Lawrence Behr Associates, Inc. (Greenville and Chapel Hill, North Carolina, and Los Angeles consultants) 1974 filing which was based on the case of station WTZE in Tazewell, Virginia [see September 1975 issue; Ed].



Dick Noteman, transmitter division engineering assistant (L), joined factory sales engineer Steve Curran (R), in going over KZUL's 703B transmitter with KZUL president/GM Rick Murphy who flew in from Parker, Arizona to consummate the purchase. KZUL received the first CP for 2,500 Watt operation under the FCC's June '75 power level establishment. "Kazual Radio's" application for 5,000 Watt directional power increase from 1 kW was being denied because of possible interference with Mexican stations at the time of the FCC 2.5 kW announcement. The KZUL application was instantly amended and refiled; the 2.5 kW CP was granted December 12th, 1975.

Bergen's comments supporting Docket No. 20265 centered around (1) ambient environmental noise from increased power consumption and need for stronger signals to counteract it, and (2) the high cost associated with power increase from 1 to 5 kW and the usual land and equipment requirements for directional arrays. He further asked that his still-pending RM1371 be incorporated in the proceeding which had been initiated by Lawrence Behr.

Behr's arguments pointed out that (1) the Commission's power level

structure was in 3 dB increments, with the sole exception of the 1-to-5 kW AM gap, which was 7 dB, (2) the high cost of directionalizing a 5 kW jump from 1 kW prevented many stations from increasing service to their listeners in any way at all, (3) the interference factor, particularly at night, would be much more easily handled with the intermediate 2.5 kW power than with 5 kW, (4) processing non-directional 2.5 kW applications rather than exotic 5 kW directionals would be less time-

(see back page)

In Production Soon . . .

A major new audio product addition to the Sparta line will be previewed by NAB visitors to Booth #615 at Chicago's McCormick Place in March.

The CENTURY II tape cartridge equipment, even more compact than the present Century Series line, will offer broadcast features never before found together in one machine design, and at the competitive price planned for CENTURY II.

Like Century Series, the CENTURY II is a modular system. One, two, or three module side-by-side arrangements for desk top or triple rack mounts will be offered. Both Record/Playback and Playback modules are same-size, for mixing in any of the configurations. Mono and stereo systems will both share the standard and optional features. In both mono and stereo, the Record/Playback is a single machine, measuring (as do all the modules) 5-1/2" H x 5-7/8" W x 15" D.

Standard features of CENTURY II include both secondary (End of Message) and tertiary cue tones . . . primary (Stop) cue tone defeat . . . audio mute on Playbacks . . . logging signal in- and out-put . . . and BUILT-IN SPLICE FINDER.

A major optional feature, in conjunction with the splice finder, is HIGH SPEED WIND. Together with the cue tone defeat and audio mute, it will greatly facilitate handling of cartridge playback problems which occasionally occur in even the best planned control room during heavy traffic times.

Mechanically and electronically the CENTURY II offers more features than competing units in its price range, also. It meets all existing and proposed NAB standards . . . uses peak reading record level meters, with LED overload indicators in the meter face(s) . . . and has digital tone detect system.

The front panel and deck are massive unitary castings, for the utmost rigidity and longevity. Keyboard style illuminated controls are color coded externally. This assures that the CENTURY II will indicate to the operator its state of readiness or mode of operation in any light. The pushbuttons have both single and 'ganged' functions in some instances. The air-damped solenoid provides very quiet operation. The 450 RPM motor is direct drive.

Price and availability information for CENTURY II will be announced.



CENTURY II. Dual desk top configuration, stereo Record/Playback unit and Playback. Record Preset button at right of cartridge . . . level control knob below it . . . meters are Peak Reading, with LED overload indicators. EOM button at left of lower bank on R/P puts secondary End of Message cue on tape, glows momentarily when tone is read, for visual indication to operator that audio has ended. 'TER' button, second from left, puts Tertiary tone on tape for automation signaling, etc. 'S/F' button ('F/F' on playback) controls optional fast forward. When 'TER' AND 'S/F' are depressed simultaneously, they control the built-in Splice Finder. The 'REC' button is replaced on the Playback unit by 'MUTE'; this lifts audio output so that a cartridge started by mistake can be instantly silenced while it continues to run to re-cue. Cue Tone Defeat, together with Mute, offer the harassed operator a means to juggle carts and spots during heavy traffic hours.

New products for Chicago at Cetec Broadcast Group booth!

Sparta will exhibit a complete sampling of audio and transmitter equipment at McCormick Place in Chicago in March. The 2,000 square foot booth, #615, will be filled with Cetec Broadcast Group equipment of interest to both radio and TV attendees: Cetec Audio, Jampro, Schafer, Sparta and Vega will share the big island area centered on Aisle 700.

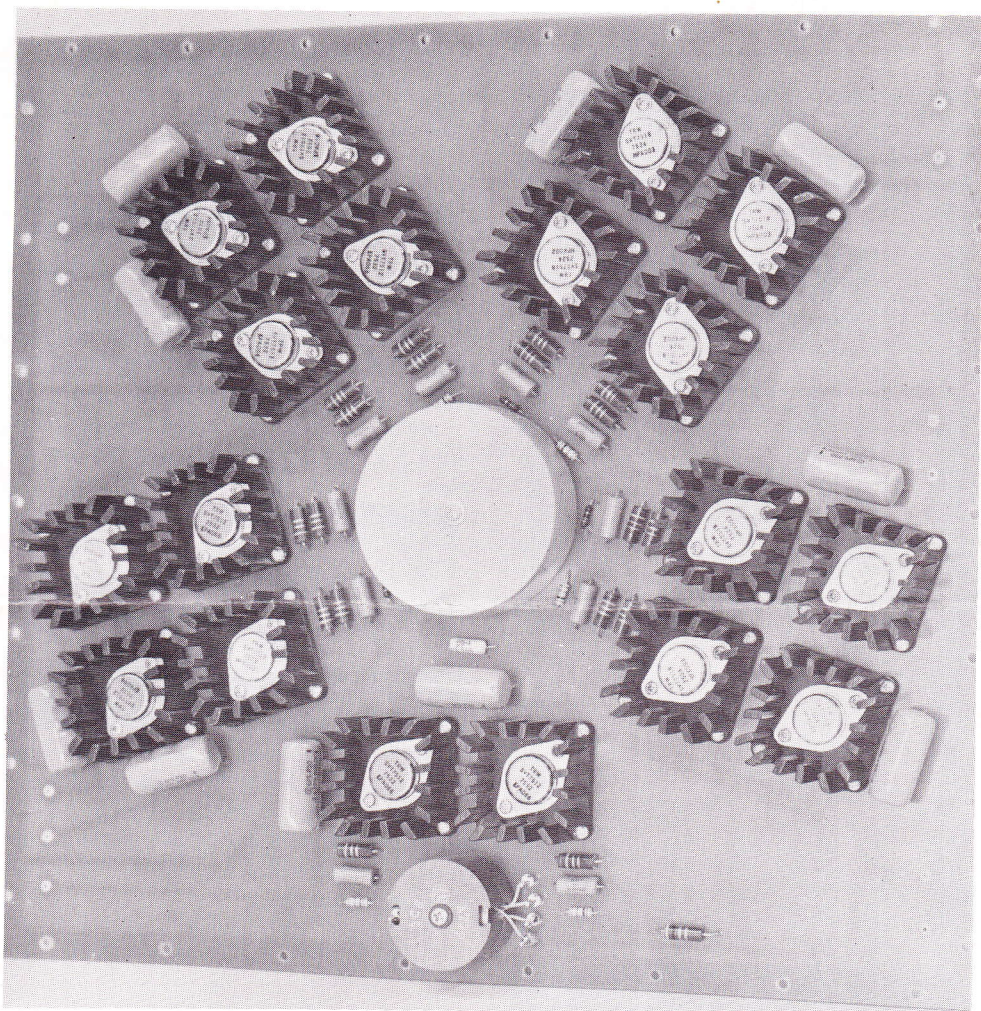
Besides the new items in this issue (CENTURY II tape cartridge equipment and a solid state transmitter surprise) the redesigned 'C-Series' high power AM transmitter, and the extremes of the power ranges in both AM and FM transmitters will be available for examination.

In audio the SHOWCASE SERIES II, designed expressly for the CENTURION Series and 3000-Series consoles will form a central attraction . . . equipped with a Centurion II 12-mixer stereo console complete with DC24 digital clock, equalizer module, and all the extras. The 3000-Series consoles will be shown separately, as will the varieties of 1000-Series consoles. The enormously popular Studio/Remote Audio Control Center, equipped for stereo (Model ASC305C), and all the tape cartridge accessories will get their share of attention, we're sure.

We have to reminisce, of course. The last NAB in Chicago was 1972; Sparta introduced the Century Series tape cartridge line that year. This year not only will see introduction of CENTURY II tape cart equipment, but a great number of equipment changes in FM transmitters (625A, 635, 600B solid state are all new to Chicago), AM transmitters (C-Series high power models and 703B 2.5 kW are new), and two complete console lines not seen in the Windy City in 1972!

It should be a great show with the turnout Chicago always enjoys, and the first NAB in McCormick Place.

(next column and back page)



The unusual arrangement of transistors above is NOT a Sparta engineer's after hours pop art sculpture, but a special Sparta solid state design. Some further clues to its purposes: it operates at 135 VDC for 1 kW output... has a peak output capability of 4 kW, but present plans for its use call for it to loaf at 500 Watts with a pair being used for 1 kW out. Do you have sufficient hints to be sure what it is? Check your opinion by seeing it at the NAB Convention, Cetec Broadcast Group booth #615, in the Sparta section. If you simply cannot wait that long, the answer is on the back page!



Paul Gregg (back to camera) and Jack Lawson talk to a customer at 1972 NAB in Chicago. Century Series was new that year; on stand at right of photo. One other change not elsewhere noted; Jack Lawson's 1972 mustache is gone!

SPARTA booth 615 NAB, Chicago.

“... In Reply”

This column has been cancelled for this issue, in order to bring you Sparta NAB exhibiting information and new product details. We welcome letters containing questions about Sparta, its equipment or methods, or other divisions of Cetec Broadcast Group. Portions of those with the most generally interesting questions will be reprinted here, with our replies. Address The Editor, The Spartan, at the Sparta address in Sacramento.

So long, Myra!

Mrs. Myra Cowan celebrated her 15th year with Sparta by retiring from her position as secretary to president/general manager Frank Bogusz.

Myra was very nearly the first employee of Sparta, and as its principal and senior clerical person knew more of its history than anyone except the founder. Her retirement was marked by parties and gifts from her many friends and admirers at the plant.

When asked her retirement plans, Myra said, “First I’m going to cut back my roses, and then I don’t really know”!

Myra’s replacement, Lona Skorheim, was born to an Air Force officer family in Madison, Wisconsin, but as she put it “hardly drew a breath there” before starting a typical service child’s extensive traveling.

Lona left her parents’ home to attend San Francisco State College, then spent several years working in the City by the Bay and the Los Angeles area. Driven from L.A. by its size and obvious shortcomings for an outdoorsy person, she joined her family in Sacramento and decided to stay. Here, she feels, she can enjoy skiing and horseback riding in comparatively fresh air.



Lona Skorheim (left) takes over the office and duties of retiring Myra Cowan. At Myra’s departure she was the senior employee of Sparta. Her many memories of its past, and unfailing calm good nature will be missed by all Sparta.

(from page one)

2.5 kW AM CP. Bergen & Behr to be thanked.

consuming, and in light of most other nations' use of 2.5 kW levels would have no international implications, (5) the available transmitters included 2.5 kW models so no technological delay would be experienced.

Behr's filing was dated February 28th, 1975. The FCC approved the increase less than four months later. Rick Murphy's 2.5 kW application followed in two months, and its approval in another four months.

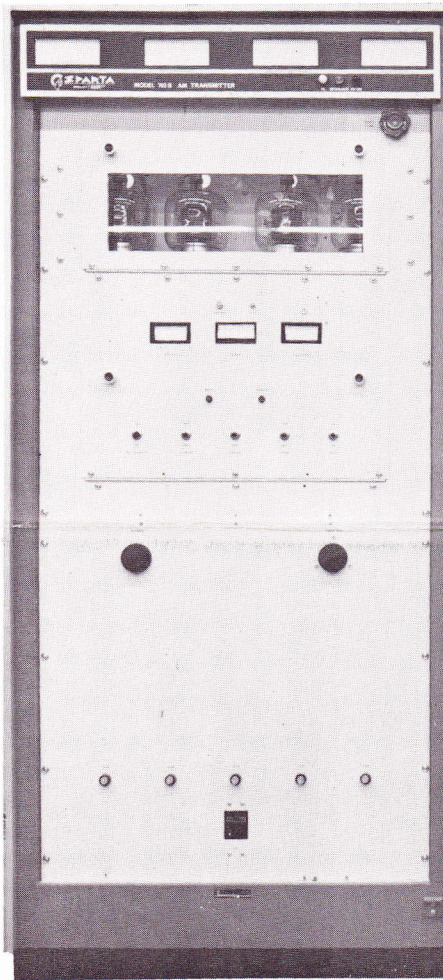
We're left with only one question; what possible difference became apparent to the FCC between November 1968 and February 1975 which caused affirmative action in weeks on a matter which had been pending for years? All we can say is "Thank You!" to Serge Bergen, Lawrence Behr, and the many other friends of AM radio who didn't let the issue die; they have paved the way for many stations to increase service in a more economical way than was possible without their efforts.

Published Bi-Monthly By

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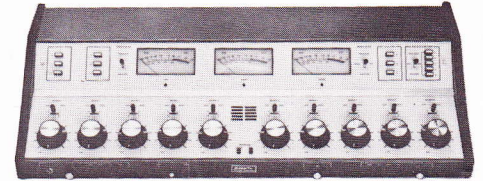
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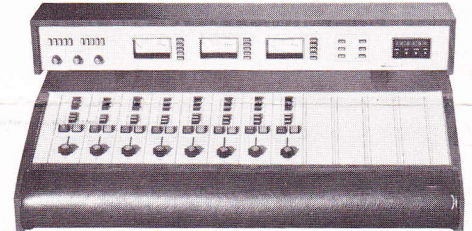


Sparta Model 703B, type accepted for 2.5 kW by FCC. Designed for from 2-3 kW in the 1960's for international use, it quickly was type accepted for domestic broadcasting based on usage as a 5 kW dual redundant unit at KMWX, Yakima, Washington [see July 1975 issue; Ed].

You were right! It's the RF amplifier for the new Sparta solid state 1kW transmitter. Sixteen transistors and two driver transistors are all plug-in. The 'Rosetta' configuration has a very definite purpose, to be explained later.



Model 3410 10-mixer stereo console ... new to Chicago area NAB-goers since '72. 3310 mono will also be on '76 view.



In four years between Chicago shows, the Centurion Consoles have also been added to the Sparta lineup. This Centurion I 8-mixer mono model has proven invaluable in many TV control room operations.

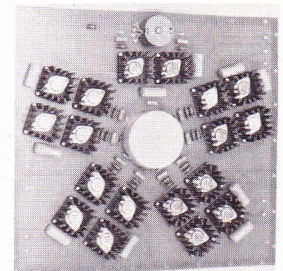
NEW PRODUCT LITERATURE AVAILABLE

"Corinthian and Audio Accessories" product guide details the 16" reel capacity Corinthian reproducer deck, monitor amplifiers, speaker systems and other studio equipment. "Accessory Audio Consoles" gives latest information on the Sparta Model A16R mono dual-channel 5-mixer rack mount console, and the remote mixer RA4 and RA1.

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